



WCPO

# ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision     **302983 /**  
Original Date / Revision  
                          06/27/12    07/17/12  
Advertiser **Friends of Brown / Democra**

Agency    **Shorr Johnson Magnus**  
Buying Contact  
  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**

Product  
**Candidate. Sherrod Brown 10.2-10**  
  
Agency Com    15%  
Billing Contact  
  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**  
  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
  
Estimate #            **Week # 5. 10.2-10.8.12**  
Alt Order #  
  
Billing Type          Cash  
Order Type          GENERAL  
Billing Cycle        EOM/EOC  
Billing Calendar   BROADCAST  
  
Demographic       A35+  
  
Rev Codes            POL            POL            CAND  
Product Codes    PL  
Priority                P-1  
Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$20,995.00	\$24,700.00	0.00	10/01/12	10/08/12	32	\$20,995.00	\$24,700.00
<b>Totals</b>	<b>32</b>	<b>\$20,995.00</b>	<b>\$24,700.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WCPO	10/02/12	10/08/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	1	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	- TWTF--			4		\$400.00			0.00		
Week:		10/08/12	10/14/12	M-----			1		\$400.00			0.00		
N 2	WCPO	10/02/12	10/08/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	- TWTF--			4		\$400.00			0.00		
Week:		10/08/12	10/14/12	M-----			1		\$400.00			0.00		
N 3	WCPO	10/06/12	10/06/12	SA 730-8p	CM	730-758p	-----S-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00



WCPO

Print Date: 08/06/12

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wcpo.com  
kypost.comContract / Revision **302983** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 07/17/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown** Estimate # **Week # 5. 10.2-10.8.12**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SA730-8P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$400.00		0.00			
N 4	WCPO	10/06/12	10/06/12	SA 7-730p	CM	658-730p	-----S-	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
SA7-730P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$500.00		0.00			
N 5	WCPO	10/02/12	10/08/12	M-F 7-730p	CM	M-F 7-730p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$500.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$500.00		0.00			
N 6	WCPO	10/08/12	10/08/12	M8-10p Dancing	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
M8-10p Dancing															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$4,500.00		0.00			
N 7	WCPO	10/07/12	10/07/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
Sunday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/01/12-10/07/12		Sunday Prime C		9-10p	-----Su	:30		<del>(\$4,000.00)</del>		0.00	NM		
See MG 7.2															
[N/A PGM CHG EXTREME WEIGHT]															
2	WCPO	10/02/12-10/02/12		Tuesday Prime C		10-11p	-T-----	:30		\$4,000.00		0.00	NM		
Ⓜ MG for 7.1 10/07															
N 8	WCPO	10/02/12	10/08/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$500.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$500.00		0.00			
N 9	WCPO	10/02/12	10/08/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	4	\$900.00	P-3	0.00	NM	6	\$5,400.00
M-SU 11p Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF-S					5	\$900.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$900.00		0.00			
Totals														32	\$24,700.00